STAPLE SCREENER TO $\underline{\mathtt{BACK}}$ OF QUESTIONNAIRE. DO THIS NOW.

OUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

Y OUT OF FILE AND HAND TO RESPONDENT. TAKE PICTURE

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

Y FROM BAG AND HAND TO RESPONDENT. REMOVE PRODUCT _

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

6.0	Who, or what company, do you believe puts out this product with this name?
	RECORD RESPONSE VERBATIM. UCTURIA Secret
:	7707 L CO TO> 07 01
	IF 'DON'T KNOW,' GO TO> Q7.0; OTHERWISE, CONTINUE.
6.1	why do you say that? RECORD RESPONSE VERBATIM. Con the bottle.
	CONTINUE.

7.0	What other brand name or names, if any, do you believe are used by the company that puts out this product with this	
	name?	
	RECORD RESPONSE VERBATIM.	
	Don't know	
		_
	IF 'DON'T KNOW,' GO TO> Q8.	<u> </u>
	OTHERWISE, CONTINU	
7.1	ASK FOR EACH RESPONSE AT Q7.0:	
	AND TOR BACK RESPONSE AT Q7.0.	
	RECORD FIRST RESPONSE TO Q7.0:	
	Why do you gay that Thomps 10m proposed no of a	
	Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand name used by the company that puts out this	
	product with this name?	
	RECORD RESPONSE VERBATIM.	
		_
		-
	<u> Park and a self-red data parties and a self-red from the self-re</u>	_
	IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUI OTHERWISE, GO TO> Q8.0	
	OTHERWISE, GO TO> @8.0	
7.2	RECORD SECOND RESPONSE TO Q7.0:	
: .	Why do you say thatINSERT 2ND RESPONSE TO 07.0 is	
	another brand name used by the company that puts out this	
	product with this name?	
	RECORD RESPONSE VERBATIM.	
		_
- *		
	IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE	;
	OTHERWISE, GO TO> Q8.0	
7.3	RECORD THIRD RESPONSE TO Q7.0:	
,,,,	RECORD TRIED RESPONSE TO Q7.0:	_
	Why do you say that	
	another brand name used by the company that puts out this	
	product with this name? RECORD RESPONSE VERBATIM.	
	RECORD RESPONSE VERBRIIM.	
		_
	IF MORE THAN THREE RESPONSES AT Q7.0	_
	USE BACK OF PAGE AND CONTINUE	
	OTHERWISE, GO TO> Q8.0	

Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the company that puts out this product with this name...READ LIST...

one, has a business affiliation or business connection

	with any other company or companies;	
, -	two, does <u>not</u> have a business affiliation o connection with any other company or compan	r business ies; or
	three, don't know or have no opinion?	
REC	ORD RESPONSE VERBATIM.	
	no, does not	
IF	'HAS A BUSINESS AFFILIATION/CONNECTION OTHERWISE, GO	
With	h what other company or companies?	
RECO	ORD RESPONSE VERBATIM.	
	IF 'DON'T KNO	
		TO> Q8.3; E, CONTINUE.
Why RECC	do you say that? ORD RESPONSE VERBATIM.	
	GO T	O> Q9.0.
		÷
8.3	Even though you don't know the name or names anything, can you tell me about the company	, what if
	companies that you believe have a business a	ffiliation
	or business connection with the company that this product with this name?	. puts out
	RECORD RESPONSE VERBATIM.	
·		٠.
	······································	CONTINUE

9.0 Now, I am going to ask you another question that has three choices. PAUSE. Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that this product with this name

one, \underline{is} being put out with the authorization or approval of any other company or companies;

two, is <u>not</u> being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion? RECORD RESPONSE VERBATIM. IF '... PUT OUT WITH THE AUTHORIZATION/APPROVAL..., CONTINUE; OTHERWISE, GO TO --> Q10.0. 9.1 With what other company or companies? RECORD RESPONSE VERBATIM. IF 'DON'T KNOW' NAME (S), GO TO --> Q9.3; OTHERWISE, CONTINUE. 9.2 Why do you say that? RECORD RESPONSE VERBATIM. GO TO --> Q10.0. Even though you don't know the name or names, what, if anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name? RECORD RESPONSE VERBATIM. CONTINUE.

10.0 Would you please tell me what letter is on the back of the RECORD LETTER.

LETTER:

CONTINUE.

PUT PRODUCT BACK IN BAG AND CONTINUE.

11.0 Within the past six months, have you had your hair done at
salon? RECORD RESPONSE WITH AN 'X.'
E
3. don't recall
11.1 Within the next six months, are you likely to have your hair done at a salon? RECORD RESPONSE WITH AN 'X.'
1. yes
3. don't know
VERIFICATION:
Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason. Respondent N Telephone Nu ASK: Is tha RECORD RESPONSE WITH AN 'X.'
1. daytime telephone number
THANK RESPONDENT FOR HER TIME AND PARTICIPATION.
Interviewer Certification:
I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.
Interviewer's signature Date
Incerviewer & Signature Date
Supervisor Validation:
I hereby certify that I personally met this respondent and confirmed her answers to questions 1.0 through 2.1.
Shari Meadow
Supervisor's signature

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

SCREENER - Y

cond woul	Hello. My name is, and I am with We ducting a very brief survey today on hair care produld like to include your opinions.	are cts and
1.0	RECORD GENDER:	
	1. male TERMINATE .	
	2. female CONTINUE.	
1.1	So that we can get a mix of individuals in various categories, would you please tell me if you are READ LIST. RECORD RESPONSE WITH AN 'X.'	
	1. under 18 TERMINATE.	
	2. 18 to 34	
	3. 35 to 54 CHECK SCREENING QUOTA.	CONTINUE
	5. refused DO NOT READ. TERMINATE.	REUSE
2.0	Within the past six months, have you purchased any following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'	of the
	·	Don't
		Recall
	- shampoo?	3.
	- conditioner?12.	3.
	hair spray, styling gel, mousse, pomade, or style creme?12.	3.
	- straightening balm?12.	3.
	- curl-enhancing spray?12.	3.
	- shine serum? 12.	3.
	CONTINIE	

2.1	Within the next six months, are you likely to pur of the following hair care products?	chase any
	READ LIST. RECORD RESPONSES WITH AN 'X.'	·
	Yes No	Don't Know
	- shampoo? 2.	3.
	- conditioner? 12.	3.
	- hair spray, styling gel, mousse, pomade, or style creme? 1. × 2.	3.
	- straightening balm? 1. × 2.	3.
	- curl-enhancing spray?1. × 2.	3.
	- shine serum?1	3.
	IF 'YES,' TO ANY, OTHERWISE,	CONTINUE; TERMINATE.
3.0	Do you, or does anyone else in your home, work for READ LIST. RECORD RESPONSES WITH AN 'X.'	· • •
•	_Yes_	No
	an advertising agency or marketing research firm?1.	<u></u>
	a retail store or company that makes, sells, or distributes any hair care product?	2. FERMINATE. CONTINUE.
4.0	Other than a political poll, during the past three have you participated in any marketing research suincluding online surveys? RECORD RESPONSE WITH AN 'X.'	months, rveys,
	1. yes TERMINATE.	
	2. no/don't recall CONTINUE.	
4.1	During the past month, have you heard anything about subject of any of the interviews we are conducting the mall? RECORD RESPONSE WITH AN 'X.'	it the . here at
	1. yes TERMINATE.	
	2. no CONTINUE.	
5.0	Do you usually wear contact lenses or eyeglasses whare shopping? RECORD RESPONSE WITH AN 'X.'	en you
	1. yes CONTINUE.	·
•	2. no GO TO> INVITATION TO INTERVIEW.	

5.1	Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'
	1. yes CONTINUE.
	2. no TERMINATE.
5.2	Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'
	41. yes, agreed CONTINUE .
	2. no, refused TERMINATE.
	PARTON DO TAMBOTTOS

INVITATION TO INTERVIEW:

We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please?

RECORD RESPONSE WITH AN 'X.'

yes, agreed CONTINUE.

2. no, refused TERMINATE.

STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE PICTURE Y OUT OF FILE AND HAND TO RESPONDENT.

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

with this name?

FROM BAG AND HAND TO RESPONDENT. REMOVE PRODUCT

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

6.0. Who, or what company, do you believe puts out this product

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

•		IF 'D	ON'T KNOW OT	HERWISE,	
Thy do you say th					
record response vi	ERBATIM.	,`c	001	46	:

7.0	What other brand name or names, if any, do you believe are used by the company that puts out this product with this name?
	RECORD RESPONSE VERBATIM.
11	I DON'T KOUSE
•	. <u> </u>
	IF 'DON'T KNOW,' GO TO> Q8.0;
	OTHERWISE, CONTINUE.
7.1	ASK FOR EACH RESPONSE AT Q7.0:
	RECORD FIRST RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUE;
	OTHERWISE, GO TO> Q8.0.
7.2	RECORD SECOND RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE;
	OTHERWISE, GO TO> Q8.0.
7.3	RECORD THIRD RESPONSE TO Q7.0:
• • •	Why do you say that <u>INSERT 3RD RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name?
	RECORD RESPONSE VERBATIM.
	TH WORD MUST MUSTER DESPONSES AN OF A
	IF MORE THAN THREE RESPONSES AT Q7.0, USE BACK OF PAGE AND CONTINUE;
•	OTHERWISE, GO TO> Q8.0.

8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that this product with this name ... READ LIST...

> one, is being put out with the authorization or approval of any other company or companies;

 $\mathsf{two}_{\,i}$ is $\underline{\mathsf{not}}$ being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

IF '... PUT OUT WITH THE AUTHORIZATION/APPROVAL...,' CONTINUE; OTHERWISE, GO TO --> Q9.0.

With what other company or companies? RECORD RESPONSE VERBATIM.

octor GAMBIE

IF 'DON'T KNOW' NAME (S), GO TO --> Q8.3; OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

Even though you don't know the name or names, what, if 8.3 anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

9.0	Now, I ai	m going to	ask yo	ou another	question	that	has	three
	choices.	PAUSE.	Again,	after I ar	m done, i	f you	want	me to
	read the	question	again,	just ask r	ne. PAUSI	₹.		

Do you believe that the company that puts out this product with this name...READ LIST...

one, has a business affiliation or business connection with any other company or companies;

two, does <u>not</u> have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

	RD RESPONS	E VERBATIM	•			
RECO						
			Two			
			100			
IF	HAS A	BUSINESS A	FFILIATION/	CONNECTI	ON,	CONT
-			ro	HERWISE,	. GO TO	> č
	•					
With	what othe	r company	or companie	s?		
RECO	RD RESPONS	E VERBATIM	•			
						
				•		
				IF DON	I'T KNOW	
					GO TO	
				਼	ERWISE,	CONT
					•	-
Why	do you say	that?	,	01.	· ·	÷
Why (do you say RD RESPONS	that? E VERBATIM				-
Why (do you say RD RESPONS	that? E VERBATIM				
Why RECO	do you say RD RESPONS	that? E VERBATIM			GO TO	
RECO	RD RESPONS	e verbatim	't know the	e name or	GO TO	> (
9.3	Even thou	gh you don	't know the	e name or	GO TO	> Ç what
9.3	Even thou anything, companies	gh you don can you to that you !	't know the ell me abou pelieve hav	e name or it the co	GO TO names, ompany o	> Ç what
9.3	Even thou anything, companies or busine	gh you don can you to that you l	't know the ell me abou pelieve hav ion with th	e name or it the co	GO TO names, ompany o	> (what r
9.3	Even thou anything, companies or busine this prod	gh you don can you to that you l ss connect uct with th	't know the ell me abou believe hav ion with th nis name?	e name or it the co	GO TO names, ompany o	> Ç what
9.3	Even thou anything, companies or busine this prod	gh you don can you to that you l	't know the ell me abou believe hav ion with th nis name?	e name or it the co	GO TO names, ompany o	> Ç what
9.3	Even thou anything, companies or busine this prod	gh you don can you to that you l ss connect uct with th	't know the ell me abou believe hav ion with th nis name?	e name or it the co	GO TO names, ompany o	> Ç what
9.3	Even thou anything, companies or busine this prod	gh you don can you to that you l ss connect uct with th	't know the ell me abou believe hav ion with th nis name?	e name or it the co	GO TO names, ompany o	> Ç what
9.3	Even thou anything, companies or busine this prod	gh you don can you to that you l ss connect uct with th	't know the ell me abou believe hav ion with th nis name?	e name or it the co	GO TO names, ompany o	> Ç what

10.0 Would you please tell me what letter is on the back of the bottle? RECORD LETTER.

CONTINUE.

PUT PRODUCT BACK IN BAG AND CONTINUE.

11.	0 Within the past six months, have you had your hair done at a salon? RECORD RESPONSE WITH AN 'X.'
	2. noCONTINUE.
	3. don't recall
11.:	1 Within the next six months, are you likely to have your hair done at a salon? RECORD RESPONSE WITH AN 'X.'
	2. no CONTINUE.
	3. don't know
VER	FICATION:
my w	Finally, may I please have your name and telephone number? information is so that my Supervisor can verify a portion of ork. If you are contacted, it will only be to confirm that I ducted this interview and for no other reason.
Resp	ondent I
_	phone Ni Pri EUCLEU
ASK:	Is that RECORD RESPONSE WITH AN 'X.'
	1. daytime telephone number
	·
THAN	K RESPONDENT FOR HER TIME AND PARTICIPATION.
[-	
Int	erviewer Certification:
Scr	I hereby certify that the information contained on this eener/Questionnaire is a true and accurate record of this pondent's comments as they were given to me.
	Interviewer's signature Date
L	Inderviewer a signature Date
Sup	ervisor Validation:
	I hereby certify that I personally met this respondent
and	confirmed her answers to questions 1.0 through 2.1.
	Supervisor's signature
L	

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

SCREENER - Y

cond woul	LUC L 11.	o. My name is WM, and I am with ag a very brief survey today on hair to include your opinions.	<u>J7</u> . W	le are lucts and		
1.0	RECO	PRD GENDER:				
		_1. male TERMINATE.				
	X	_2. female CONTINUE.				
1.1	cate	o that we can get a mix of individuals in various age ategories, would you please tell me if you are EAD LIST. RECORD RESPONSE WITH AN 'X.'				
		1. under 18 TERMINATE.				
		_2. 18 to 34				
		_3. 35 to 54 CHECK SCREENIN	G QUOTA.	CONTINUE.		
		_4. 55 or over				
		_5. refused DO NOT READ. TERMINAT	E.	REUSE.		
2.0	.0 Within the past six months, have you purchased any of following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'					
		Yes	No ·	Don't <u>Recall</u>		
	~	shampoo?1.	2.	3.		
	-	conditioner? X_1 .	2.	3.		
	- hair spray, styling gel, mousse, pomade, or style					
		mousse, pomade, or style creme?	2.	3.		
	-	straightening balm?1.	λ_2.	3.		
	-	curl-enhancing spray?1.	χ_2.	3.		
	-	shine serum? 1.	Х 2.	3.		

CONTINUE.

2.1	Within the next six months, are you likely to purchase any of the following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'					
	ALLO LIDEO MEDIONE		No	Don't Know		
	- shampoo?	. <u>X</u> 1.	2.	3.		
	- conditioner?	. <u>X</u> 1.	2.	3.		
	<pre>- hair spray, styling gel mousse, pomade, or styl creme?</pre>	, е Х _{1.}	2.	3.		
	- straightening balm?					
	- curl-enhancing spray?.					
	- shine serum?	1.	•			
		IF 'Y	ES,' TO ANY OTHERWISE,			
3.0	Do you, or does anyone else : READ LIST. RECORD RESPONSES	in your hor WITH AN '	ne, work fo	r		
			Yes	<u>No</u>		
	 an advertising agency of marketing research firm 	r ?	1.	<u>X</u> 2.		
	- a retail store or compar makes, sells, or distrik any hair care product?	outes IF 'YES'	1. TO EITHER, O' TO BOTH			
4.0	Other than a political poll, during the past three months, have you participated in any marketing research surveys, including online surveys? RECORD RESPONSE WITH AN 'X.'					
	1. yes TERMINATE.					
	$\frac{1}{2}$. no/don't recall con	TINUE.				
4.1	During the past month, have you heard anything about the subject of any of the interviews we are conducting here at the mall? RECORD RESPONSE WITH AN 'X.'					
	1. yes TERMINATE.					
	2. no CONTINUE.			·		
5.0	Do you usually wear contact l are shopping? RECORD RESPONSE WITH AN 'X.'	enses or e	yeglasses <i>t</i>	when you		
	$^{-1}$. yes CONTINUE.					
	2. no GO TO> INVITA	TION TO IN	TERVIEW.			

5.1 D	DO YOU have them with you at this time? LECORD RESPONSE WITH AN 'X.'					
	X 1. yes CONTINUE.					
_	2. no TERMINATE.					
5.2 W	ill you please wear them during the rest of the interview? ECORD RESPONSE WITH AN 'X.'					
_	X 1. Yes, agreed CONTINUE .					
	2. no, refused TERMINATE.					
INVITATION TO INTERVIEW:						
We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please? RECORD RESPONSE WITH AN 'X.'						
	1. yes, agreed CONTINUE.					
	2. no, refused TERMINATE.					